

## **Towards a frame of reference (Heuristic Guide) for the development of informal markets in Egyptian rural**

**Dr. Haitham El Sayed Ahmed El Sharnouby**

**Lecturer at Dept. of Architectural Engineering – High Institute of Engineering and Technology - Beheira**

[haythamarch@yahoo.com](mailto:haythamarch@yahoo.com)

### **Abstract**

Street markets represent an important element in forming the economy of countries, especially those that occupy a large proportion of their area in rural areas, Egypt is one of those countries. We find that the rural community needs outlets to display their micro-products, whether agricultural or not agriculture, such as the handicraft products that are popular with tourists. Informal street markets have arisen due to their lack of need for government authorities to interfere in their establishment, and due to the belief of the rural people that these markets do not need permits. The spread of this type of market in rural areas reflects the inability of the authorities to contain, and legalize them. The research dealt with the theoretical and analytical approach, as it presented the planning, and design for legal and control problems that characterize these markets, and focus on the expected returns from legalizing these markets and preventing the emergence of new ones. We addressed the considerations that must be present in the market location, and patterns of its urban formation, highlighting the role of the main elements that must be available in the market and their functional relations with each other. In order to ensure good coordination and harmony between the main elements of the market, it was necessary to focus on the design considerations for the planning of the markets. By addressing the markets elements, a set of recommendations were reached, which are the nucleus for a guideline to solve the problems of informal markets in Egyptian countryside.

### **Keywords:**

Market – Informal Markets – Slums – Street Markets

### **Introduction**

Street markets in the Egyptian countryside are considered one of the most important elements of the formation of the village and have economic and social importance at the level of society and individuals. They are also considered part of the daily life of the community. They are not only a place for commercial activity, but also an important place for social interaction between individuals. The Egyptian rural markets offer an excellent panorama of the traditional rural culture of Egypt. The market represents a micro-economy of the country as the volume of deals traded directly between the seller and the consumer without need to go through the formal channels of business operations. It has been proven in the minds that the market revolves around the buying and selling of agricultural products only, while in reality the market may include the buying and selling of non-agricultural products, as the markets whose location is linked to a village or a rural center with a distinctive folkloric or touristic nature display products produced by handicrafts such as simple furniture and antiques, etc., these products are often the products of the village itself or the neighboring villages, and for the shopper it is a tourist product that he/she is keen to purchase.

As a result of the increasing economic requirements that are not accompanied by spaces for buying and selling officially, random street markets have arisen. These informal markets (which constitute the majority of markets) by virtue of their illegality are directly subjected to prosecution by the authorities in charge of municipal affairs. Over time, it becomes a reality that is difficult to control and at the same time represents a planning and social burden on the state that needs to be addressed.

### **Problem statement**

The spread of unplanned random street markets in rural areas that do not follow any rules or regulations, resulting a negative impact on the rural community because of its inception without being subjected to the rules and foundations of urban and architectural designs. Its emergence without government control makes it lack public services and infrastructure, and makes it an unsafe environment for commercial activities.

### **Significance of the research**

The importance of the research lies in that it is an attempt to find a mechanism for developing random markets, which will achieve economic and social returns on the rural community in Egypt.

### **The research aims**

The research attempts to improve the random street markets in the Egyptian countryside in order to achieve the maximum possible benefits from them as a commercial activity. It is also attempts to find a heuristic guide to put the random markets in a legal framework and provide the appropriate environment for practicing commercial activities in a safe manner.

### **Research limitations**

The study deals with permanent random markets, not the daily or weekly ones. The part on design criteria for markets also dealt with the development of design elements and criteria that may be required by rural markets that may be frequently visited by local or foreign tourists.

### **The research methodology**

The theoretical approach was followed in collecting data about the benefits of rural street markets, as well as the analytical approach was followed to analyze the data and criteria for planning street markets. This is with the aim of deriving a nucleus of a heuristic guide that contributes to the development of random street markets in the Egyptian countryside.

### **Rural market problems**

The most important problems that the rural markets suffer, have been identified in order to address them when developing the existing markets, or avoid them when planning new markets. Those problems are as follows:

#### **Planning problems**

- Weakness of the market's link to the main road network, which increases the difficulty of accessing the market.
- Market location inside the existing residential block, increases the problems of that block (traffic problems, and difficulty to serve the market).

- The lack of parking for shoppers' cars and parking for cargo cars.
- Lack of services in the market (toilets - shaded areas ... etc.).

### Design problems

- Insufficient display areas to the offered goods, which is leading to extending the offered goods areas over the movement paths and hence impedes the movement.
- Unpaved dirt floors inside the market impede the movement of pedestrians.
- Negligence of storage spaces that should be attached to the commercial units, if any.
- The lack of separation between the entrances of shoppers and the entrances of cargo cars, with mixing of different types of movement, pedestrians, beasts, and means of transport (Fig . 1)

### Legislative problems

- Constant pursuit of sellers due to their illegal situation.
- Weak of health control for food commodities, as the presence of health control office is a must to preserve public health (Fig .2).



**FIG .1: MIXING DIFFERENT TYPES OF MOVEMENT**



**FIG .2: WEAK OF HEALTH CONTROL FOR FOOD COMMODITIES**

## The returns of informal markets' development in Egyptian countryside

### Urban returns

- Improve the built environment.
- Improve the efficiency of shopping operations (Fig .4).

### Economic returns

- Create more job opportunities (Fig .3).
- Motivating agricultural production.
- Time saving
- Tourist attraction



**FIG .3: CREATING JOB OPPORTUNITIES FOR MICRO-PRODUCT OWNERS**



**FIG .4: MIXING OF ANIMALS WITH MARKET LEADERS IN THE PATHS OF MOVEMENT**

### **Considerations that should be considered in the market site**

It is possible for the markets to be inside the residential block on condition that they are connected to the main roads for ease of movement without causing obstruction to the traffic. It is also required that the market location be suitable for the surrounding uses. In the event that the appropriate location for the market is not available within the residential block, a suitable location outside the residential block can be chosen so that it meets the following considerations:

- Relationship to the area planning should be as in the strategic and detailed planning.
- Relationship to the surrounding uses while the distance between the market and the nearest pollution areas should be not less than (3) Kilometer.
- Location slopes should be not more than (3%)
- Relationship to infrastructure networks to facilitate the operation process.
- Possibility to horizontal expansion as in the area planning.
- Environmental and visual protection by separating the market from the surroundings by planted buffer with at least (10) meters.

### **The most important patterns of urban formation of markets**

- Linear markets
- Markets that allow cars to pass (Fig .5).
- Markets for pedestrian only (Fig .6).
- Divergent markets (Fig .7).
- Aggregated Markets (Fig .8).

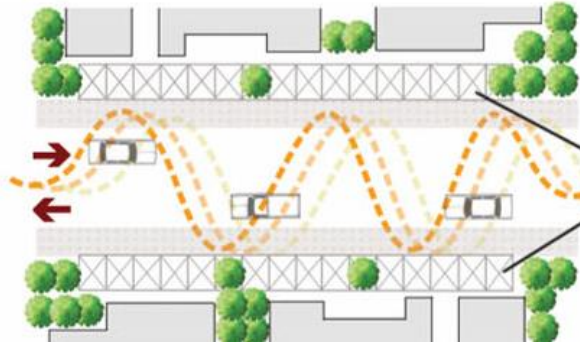


FIG .5: MARKETS THAT ALLOW CARS TO PASS

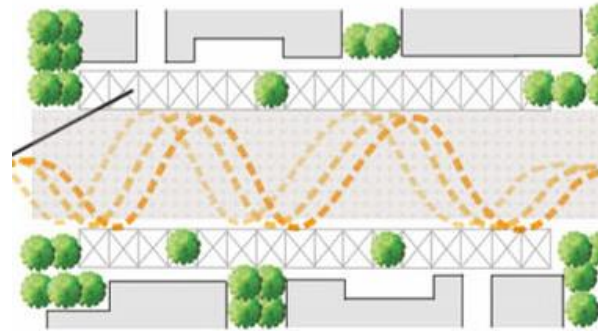


FIG .6: MARKETS FOR PEDESTRIAN ONLY

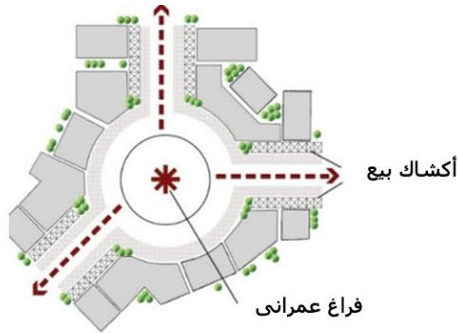


FIG .7: DIVERGENT MARKETS

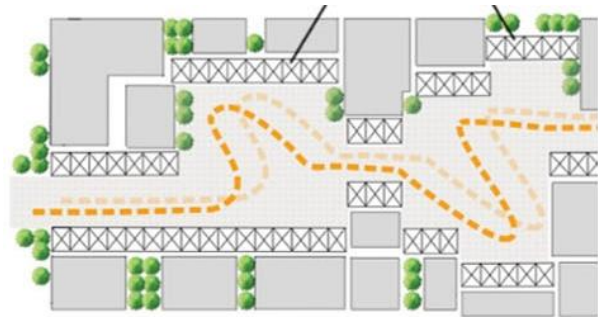


FIG .8: AGGREGATED MARKETS

### Main elements of the market

Determining the main market elements is one of the most important basic steps when starting the process of markets planning, these with taking into consideration the functional relationships that link all these components to each other. These components illustrated in (Fig . 9), and are divided into two main elements as follows:

- Commercial areas
- Stores and warehouses area

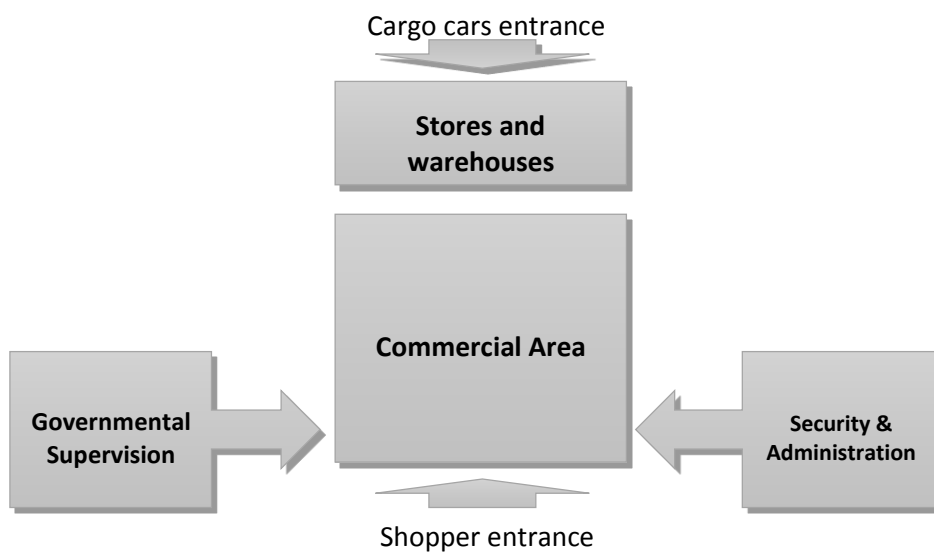


FIG .9: THE FUNCTIONAL RELATIONSHIP BETWEEN MARKET COMPONENTS

### **Design considerations for market planning**

The market design depends on a set of important basic considerations that must be followed when preparing the market design, and these considerations are summarized as follows:

#### **Usage distribution's considerations**

- Separating the market from surroundings by planted buffer, with at least 20m in width.
- Dividing the commercial area into specialized areas to achieve ease of dealing.
- Providing a service area in the market that contains (toiletries - cafeterias - seating areas) to serve the market and shoppers.
- Emphasizing the presence of urban and architectural characters that reflect the local environmental, cultural nature of the region.

#### **Movement considerations**

- Complete separation between the private cars entrance and the cargo cars entrance.
- Entering the market through a calm road and not directly from the main road.
- Provide parking for shoppers to be directly linked to the market, and parking areas for cargo cars to be linked to the stores, while commitment to the regulations of car parking in terms of rate, area ... etc.
- Separating between pedestrian paths and vehicles' paths within the market.

#### **Environmental considerations**

- Using the shaded pedestrian paths to facilitate the shopping process.
- Taking into consideration the climatic conditions when planning the market in terms of spaces, paths and roads network.
- Using local and environmentally friendly materials in the construction.

### **Conclusion and results**

- Rural informal markets in Egypt suffer many problems such as planning, design, control and legal problems as well.
- Urban and economic returns are the top benefits of the development and legalization of the informal markets.
- One of the most important factors that maximize the benefit from the markets is the appropriate urban formation to the nature of the market location, as well as the compatibility and harmony between the main elements of the market.
- Design considerations for market planning are achieved through effective functional relationships between the main elements in the market to achieve the best distribution of uses.

### **Recommendations**

- Organizing the rental of commercial kiosks when the market is owned by the state.
- Supervising the process of waste disposal and overall hygiene in the market.
- Carrying out the maintenance process in the market.
- Supervising the correct use of car parks and market traffic.s

- The market should be designed to be accessible to the community and consistent with the surrounding urban fabric.
- Sidewalks should be covered by arcades or sheds to provide comfortable conditions for walking and shopping.
- Market kiosks should be designed to be easy to disassemble and assemble.
- Market kiosks should be as small as possible to reduce its rent rates

### References:

- Ebrahim H., Elmaayear Eltakhtetia Lel Khadamat Altogaria, Wezaret El Sheoon El Baladia Wal Karawia, KSA, 1980.
- Khodary S., Elaswaq Elshaabia Fe Madinat Elkahera, Master Thesis, Faculty of Engineering, Cairo University, 2008.
- Mansour, N., Elmaayear Eltakhtetia Wel Mohadedat Eltasmemia Le Aswaq Elgomla Feldowal Elnamia, Master Thesis, Faculty of Engineering, Cairo University, 1998.
- Elweshee H., El3elaka Ben Mwake3 Elmnatek Eltogaria Wa 7raket Elmoshah Fe Etar Eltasmim El7adary, Master Thesis, Faculty of Fine Arts, Alexandria University, 2004
- ١ Anne T., Robert M., Making your Market a dynamic community place, Project For Public spaces, USA, 2016.
- ٢ Costa N. & Others, Urban market: heart soul and motors of cities, Institut Municipal de Mercats de Barcelona, Barcelona, Spain, 2015.
- ٣ Swinburn T., Siraut J., Street Market Regeneration Study, Newcombe House, London, UK, 2008.
- ٤ Tracey-White, J. D., Retail Markets Planning Guide, FAO Agricultural Dept., Rome, Italy, 1995.
- ٥ Watson S., Studdert D., Markets as sites for social interaction, Policy Press, London, UK 2006.
- ٦ Wilson G., Santer, H., Fulford, W., Sustainable urban markets Report, Cross River Partnership, London, UK, 2014.